

# Spectrum™ Technology Platform

Version 12.0

GroundView® Consumer Vitality Demographics Database Guide



# Table of Contents

## 1 - Introduction

---

Demographics	4
Demographics Lookup	4
Master Location Data Address Fabric Version Compatibility	4

## 2 - Data Layouts

---

GroundView® Consumer Vitality Demographics	6
--	---

# 1 - Introduction

## In this section

---

Demographics	4
Demographics Lookup	4
Master Location Data Address Fabric Version Compatibility	4

## Demographics

Demographics are descriptors of people and places. The demographic data described begins with people but is summarized at Census Block Group level.

Pitney Bowes U.S. GroundView® Demographic Data for the United States is a comprehensive set of over 8,200 variables. The same has been divided into multiple topics with few hundred variables for better consumption and analysis.

For reference, see the *U.S. Demographic & Business Summary Data Product Guide*. You can download the document in PDF format from here: [U.S. Demographic & Business Summary Data Product Guide](#).

## Demographics Lookup

Demographics suite consists of an H2 database named demographics\_index. This database contains pbkey linked to the bkg\_key. This bkg\_key in the demographics\_index database can be looked up in the demographics attribute database using the pbkey field defined.

Field Name	Field Type	Description
pbkey	char (12)	pbKey™ unique identifier
bkg_key	char (12)	Unique value for demographics data records.

## Master Location Data Address Fabric Version Compatibility

These databases require Master Location Data Address Fabric May 2016 vintage.

# 2 - Data Layouts

## In this section

---

GroundView® Consumer Vitality Demographics

6

# GroundView® Consumer Vitality Demographics

## Consumer Vitality

Field Name	Field Type	Description
pbkey	char (15)	PRIMARY KEY
consumer_vitality_2015	double	Scores

# Notices

© 2017 Pitney Bowes Software Inc. All rights reserved. MapInfo and Group 1 Software are trademarks of Pitney Bowes Software Inc. All other marks and trademarks are property of their respective holders.

### *USPS® Notices*

Pitney Bowes Inc. holds a non-exclusive license to publish and sell ZIP + 4® databases on optical and magnetic media. The following trademarks are owned by the United States Postal Service: CASS, CASS Certified, DPV, eLOT, FASTforward, First-Class Mail, Intelligent Mail, LACS<sup>Link</sup>, NCOA<sup>Link</sup>, PAVE, PLANET Code, Postal Service, POSTNET, Post Office, RDI, Suite<sup>Link</sup>, United States Postal Service, Standard Mail, United States Post Office, USPS, ZIP Code, and ZIP + 4. This list is not exhaustive of the trademarks belonging to the Postal Service.

Pitney Bowes Inc. is a non-exclusive licensee of USPS® for NCOA<sup>Link</sup>® processing.

Prices for Pitney Bowes Software's products, options, and services are not established, controlled, or approved by USPS® or United States Government. When utilizing RDI™ data to determine parcel-shipping costs, the business decision on which parcel delivery company to use is not made by the USPS® or United States Government.

### *Data Provider and Related Notices*

Data Products contained on this media and used within Pitney Bowes Software applications are protected by various trademarks and by one or more of the following copyrights:

- © Copyright United States Postal Service. All rights reserved.
- © 2014 TomTom. All rights reserved. TomTom and the TomTom logo are registered trademarks of TomTom N.V.
- © 2016 HERE
- Fuente: INEGI (Instituto Nacional de Estadística y Geografía)
- Based upon electronic data © National Land Survey Sweden.
- © Copyright United States Census Bureau
- © Copyright Nova Marketing Group, Inc.
- Portions of this program are © Copyright 1993-2007 by Nova Marketing Group Inc. All Rights Reserved
- © Copyright Second Decimal, LLC
- © Copyright Canada Post Corporation
- This CD-ROM contains data from a compilation in which Canada Post Corporation is the copyright owner.
- © 2007 Claritas, Inc.

The Geocode Address World data set contains data licensed from the GeoNames Project ([www.geonames.org](http://www.geonames.org)) provided under the Creative Commons Attribution License ("Attribution



License") located at <http://creativecommons.org/licenses/by/3.0/legalcode>. Your use of the GeoNames data (described in the Spectrum™ Technology Platform User Manual) is governed by the terms of the Attribution License, and any conflict between your agreement with Pitney Bowes Software, Inc. and the Attribution License will be resolved in favor of the Attribution License solely as it relates to your use of the GeoNames data.



3001 Summer Street  
Stamford CT 06926-0700  
USA

[www.pitneybowes.com](http://www.pitneybowes.com)